

# *Media Connect*

## ***Creating & financing multi-screen content***

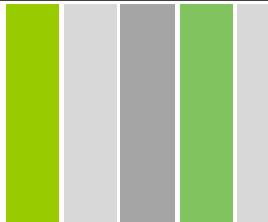
*Regulation and the broadcaster's day-to-day business*

***When? >>>***

Thursday,  
24 January 2013

***Where? >>>***

RTL Belgium Avenue  
Jacques Georigin 2  
1030 Brussels



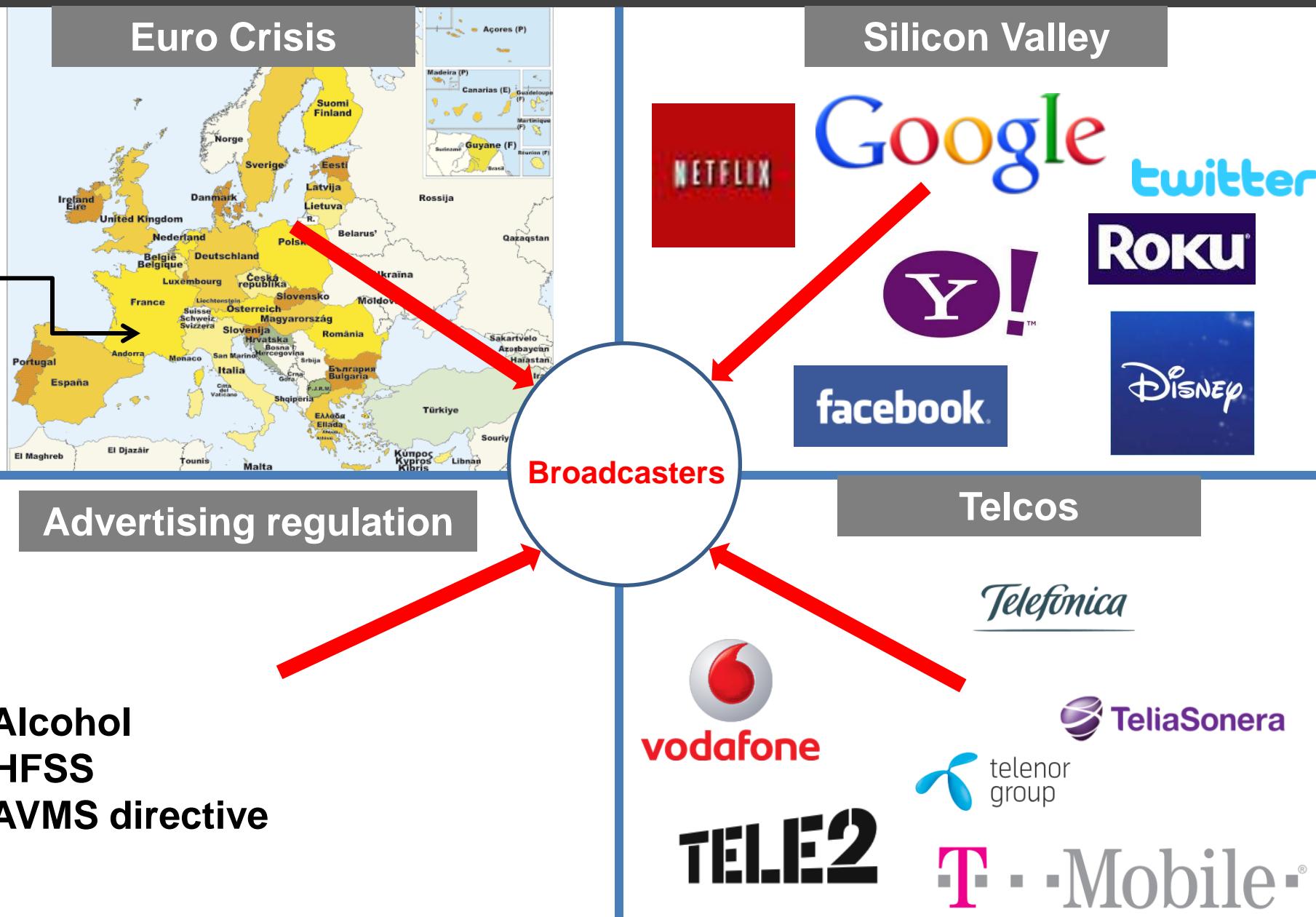


# Heikki Rotko CEO, MTV MEDIA

EGTA Chairman of the Board

24.1.2013 Concluding remarks







Device manufacturer



Social network



Search engine



Retailer

Fast Company Nov 2011: The Great Tech War of 2012

## The Living Room

world. Four billion people watch TV; in the U.S. alone, the medium generates \$70 billion a year in advertising revenue. Google, Chandra promised, was going to "change the future of television." He turned on a prototype of Google's new device, a set-top box called Google TV that would bring the web to the tube—and that's when things got awkward.

Via Bluetooth remote, it can control your TV, and it can also

**but also \$74 billion in cable-subscriber fees.**

**That's the idea anyway. So far the Fab Four is the Failed Four when it comes to TV.**

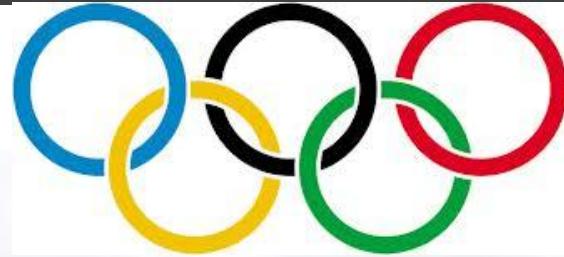
**There are many reasons for this, starting with the fact that**





# TV or Internet – or WHAT?





Olympic games  
– broadcasting  
and media  
rights??